

ANSHUL REHAN

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CAREER SUMMARY AND OBJECTIVE

CAREER SUMMARY - Skilled, Qualified and result driven International Business professional with proven track record in International Business / Exports / Sales / Business Development. Possess a global experience of handling markets across Asia, South East Asia, Africa, Middle East and European countries.

AREAS OF EXPERTISE

- International Business.
- International Sales and Business Development
- Formulating Projects and Feasibility Studies.
- Business Expansion and Marketing Penetration
- Project Planning and Execution
- Key Account Management
- Strategic Planning
- Strategic Alliances, Consortiums and Tie Up's.
- Segment Profitability
- Growth Strategy Consulting
- Channel and Network Management
- Due Diligence for Market Entry
- Decision making through Consensus-Building
- Team Building

Highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities to produce significant bottom-line results.

Communicator with strong negotiation, problem resolution and client assessment aptitude.

Experience in handling International Business operations with multiple stakeholders with differing objectives.

Fabricating strategic market expansion business plans & new business development programs from scratch.

Distinguished background in developing International Sales to drive distribution, maintain channel health, implement branding and generating required revenue.

Team leader combined with flexible and detail oriented attitude with the ability to interact effectively with people of diverse nationalities across globe to cultivate and foster professional and profitable relationships while maintaining trust in relationships.

Focused, resourceful multi-tasking individual who has successfully completed numerous projects, recommending strategies to support both mature and emerging organizations, to expand business in both bullish and bearish economic scenario.

Sectors of operation in previous profiles – Industrial and Earth Moving Equipment, Power and Electrification Projects, Agriculture, Social Housing Projects, Healthcare, Waste Management, Cement, Sugar, Engineering, Hospitals, Education and other export oriented orders.

EMPLOYMENT PROFILE

Global Head – Institutional Business / Regional Business Head – Channel Business: International Business, International Tractors Limited, Group – “Sonalika”
October 2016 – Till Date

INSTITUTIONAL BUSINESS

- Proficient in managing and streamlining all the activities related to Project Initiation, Negotiation, Development and Financing of

DISTRIBUTOR / CHANNEL BUSINESS

- **Geographic Region for Distributor Business – Africa** (Argo Tractors, Italy: South Africa and Global Business, Tanzania,

the projects.

- In-depth and extensive knowledge of identifying opportunities and leads, successful conversion into local partners / associates, striking balance with stakeholders associated with projects and creating a win-win situation for all.
- Expertise in preparation and successful closure of Detailed Project Reports and Feasibility studies.
- Excellent temperament to manage and successfully close Business discussions with Government's and Business Partners.
- Proficient in managing professional relations with Diplomats, Bureaucrats, Foreign Governments, Embassies / High Commissions and Technical authorities in India and abroad.
- Proven expertise in Project Financing (**EXIM BANK - ILOC, BUYER'S CREDIT AND PRIVATE FINANCINGS**).
- **Proven expertise in breaking competition grasp on specific Tenders (Tractors and Implements) across countries.**
- **Geographical Boundaries for Project Development** – Africa, South East Asia, and Latin American countries.

Rwanda, Burundi, Zimbabwe, Namibia, Lesotho, Swaziland and Botswana).

- Distributor Appointment (New Market opening) and further dealers appointment in collaborative discussions with Distributors.
- Product & Price positioning according to changing market trends, competition analysis, product development, stock management, brand management & promotions.
- Ensuring Orders inflow on month-to-month basis, thereby firming revenue maximization.
- Ensuring timely resolution to service issues of Distributors / Dealers along with Service Team.
- Customer Retention and ensuring their loyalty to products.
- Updating on product development and improvement to Distributors / Dealers.
- Planning Region wise / Dealer or Branch wise targets for respective countries.
- Planning and executing Digital Marketing Campaigns, Service Camps, Customer Meets, Demonstrations, Dealers Meet for respective countries.
- SWOT Analysis on competitor movements and initiatives in countries of operation.
- Key engagement in Stock Financing for Distributors / Dealers through Banks in their countries.
- Regular Initiatives pertaining to Distributor Financing through financing partners in other parts of globe.
- Ensuring retails enhancement through various schemes and incentives.
- **Total Portfolio: 190 Crores: USD 23 Million**

**Chief Manager – International Projects and Tenders – Seftech India Pvt. Ltd.
November, 2012 – October, 2016**

- Entire gamut of activities relating to International Marketing, Procurement and Tenders for projects in Africa, Central Asian and South East Asian markets.
- Strategic Alliances initiatives for the company and preparing Business Models based on the alliances. Partnering with Business associates through strategic thinking and translating strategic thinking into executable
- Independent in-charge for Sales, Business Development and Marketing for countries in West Africa and tender preparation for countries across Africa, Asia and South East Asia.
- Entrusted with other broader areas of responsibility namely – Liaising, Public Relations, Man management and communication with stakeholders.
- Representing company in exhibitions,

partnerships and driving closure of business deals.

- Review & Analysis of Tender Documents, Specifications, Drawings and Bill of Quantities (BOQ's) to prepare complete cost estimate of projects.

conferences, seminars, overseas delegations, meetings with chambers of commerce and ministries in India and abroad.

- **Head** - Tendering Department. Team size of 7.
- **Business Generated from Projects during the tenure – USD 289 Million**

**Manager – International Marketing - Lucky Exports
November, 2010 – October, 2012**

- Territories of Business Development included – Lao PDR, Cambodia (South East Asia), Afghanistan in North West Asia, Tanzania, Mozambique, Cote d'Ivoire, Niger, Burkina Faso and Malawi (Africa).
- Meeting and interacting with Embassies and High Commissions for exploring suitable business opportunities.
- Entrusted with the responsibility of representing the company in various Business Delegations and organizing meetings with overseas clients.
- Developed variety of Internal and External Marketing Communication activities.
- Sourcing and negotiating deals with Suppliers for various Engineering, Agro and Healthcare products for export purposes.
- Responsible for Development of market penetration plans for the company.
- Conducting Market Segmentation and Selection, Competition Tracking, Go-to-Market readiness and Media Relations.
- Expertise in Events Handling, Management and Coordination.

**POSITIONS
PREVIOUSLY
HELD**

**Assistant Director – International Affairs Division
Associated Chambers of Commerce and Industry of India (ASSOCHAM)
November 2009 – November 2010**

1. Research and Feasibility Analysis of Investments, Trade Relations, Business opportunities for India with rest of World.
2. Organizing International Level Seminars and Conferences on promoting Indian Trade.
3. Editor of the Business Magazines of the ASSOCHAM – ASEAN and Africa Digest.
4. Undertaking various Projects with Ministry of Finance and Commerce.
5. Regular study of Mergers, Acquisitions and Joint Ventures of Indian companies abroad and vice versa.
6. Conducting Presidential Joint Business Meetings in coordination with Government of India and other Apex Chambers.
7. Preparation of concept papers and to Trade & Industry Bodies on various issues like Tariffs, Quotas, Subsidies, investment and Foreign Direct Investment.
8. Preparation of Statistical & Analytical, Product and Country Specific Reports for Ministries, Commodity Boards & Organizations

**Officer – Construction Division, Ready Mix Concrete
7 Brothers Group Holding, Doha – Qatar
December 2007- December 2008**

1. Been with a Ready Mix Company since inception – Startup to Expansion, Sector – Construction
2. Actively involved in Recruitment and Selection of Senior Corporate positions.
3. Handling Petty Cash, Payment and Receipts Vouchers for the purpose of maintaining appropriate information about the Supplier payment and receipt.
4. Regular Follow ups with the Customs Clearance Department on Qatar Borders during import of Heavy Machinery, Raw Materials and Export of Ready Mix Concrete.
5. Handling all the legal documentation of the company – Legal Documents of the L/C

- and Contracts.
6. Negotiating with the Suppliers of Raw Materials and Heavy Machinery for effective Cost Reduction.
7. Negotiating with the Banks for financing the new projects by way of Loans at a low rate of interest.

Senior Analyst – Operations, Traveller’s Cheques and Prepaid Services

American Express Corporation Limited

February 2006 – December 2007

Efficiently involved in handling reconciliation of US Bank Accounts Statements.

1. Handling Mergers and Acquisition cases for these Financial Institutions.
2. Distinction of resolving the Payment and Settlement discrepancies of the Business Partners and also handling their Cross – Currency Transactions.
3. Analyzing Exception Causes, Identifying Exception Trends and Overall Customer Group Positions.
4. Implementing problem resolutions, minimizing any write off losses due to unresolved exceptions in the Seller’s Account and Collecting Funds for the Settlement Exceptions.
5. Analyzing transactions related to refund for lost Traveler Cheques in order to mitigate and prevent losses.
6. Taking timely decisions in order to minimize Financial Exposure to the Company.
7. Ensuring Appropriate and cost effective decisions and alerting corresponding teams to prevent additional exposure.
8. Account Management of over 800 Business Partners of American Express.
9. Subject matter expert (SME) during the tenure

EDUCATION & CERTIFICATION

Master of Business Administration (MBA)

Guru Gobind Singh Indraprastha University, Delhi

Specialization – Finance and International Business. CGPA- 78.51

Bachelor of Business Administration (BBA)

Guru Gobind Singh Indraprastha University, New Delhi

Specialization – Finance and Marketing. CGPA- 69.36

Bachelor of Commerce (B.Com)

Delhi University, New Delhi

Specialization – Commerce and Trade. CGPA- 49.3

PERSONAL DETAILS

Date of Birth	: 7th July, 1983
Nationality	: Indian
Marital Status	: Married
Number of Dependents	: None
Passport details	: Z - 4093392
Languages known	: English, Hindi and Punjabi
Driving License	: Indian
Notice Period	: 3 Months, Negotiable
Current CTC	: 30.77 Lacs (Fixed + Variable)